

To-day! At O'Neill's.

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O'Neill's.

OUR ANNUAL DISPLAY OF Horse Show Millinery

now being exhibited is by far the largest and best we have ever made and embraces all the choicest novelties in

ROUND HATS, TOQUES AND BONNETS

for this season's wear. Many delicate effects are shown that are entirely new. It's a display that every woman should see. The

PRICES ARE EXCEPTIONALLY MODERATE.

Ladies' Costumes!

A special lot of Ladies' Costumes and copies of Imported Models on sale to-day at one-third to

ONE-HALF FORMER PRICES.

SIXTH AVENUE, 20TH TO 21ST STREET.

Dining Room Economy.



Handsome, attractive dining rooms are not expensive when Keane furnishes them. You pay as you can—have all the time you want.

Slideboards of antique or golden oak, with French bevel mirrors, hand-some carvings and trimmings, \$9.50

Dining Room Chairs of polished antique oak, with cane seat, each 65c

Jas. R. Keane & Co.

Modern Home Furnishers,

3d Ave. and 77th St., N. Y.

Waldorf Shoe

\$2.50.

For Men. All Styles.

One Price.

Cork Sole.

Waterproof.

Delivered anywhere in the United States, prepaid, for \$2.75.

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Send for Illustrated Catalogue.

For the United States (outside of New York City), Canada and Mexico.

Daily and Sunday.

One Year, \$8.00.

Six Months, \$5.00.

Three Months, \$3.00.

One Month, \$1.00.

Five Cents.

For the New York Journal in London, New York and Jersey City, and on trains, Two Cents.

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COWPERTHWAIT'S "RELIABLE" CARPETS

A VICTORY WON

over rough, unfinished floors. Our linoleums in hardwood and tile patterns now beautify them.

IMPORTED SCOTCH LINOLEUM

50c. a sq. yd.

(Value 75 cts.)

Choice colorings and designs.

Newest furniture at lowest prices and our "Long Credit" give you immediate possession.

CASH OR CREDIT

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Wanamakers Millinery

We exhibit this morning in the Millinery Parlors, a collection of entirely new Hats, Bonnets and Toques, prepared with especial reference to Horse Show demands. It is a collection that cannot be described, no worthy collection could be. It will probably be enough to say that it represents our best efforts, and will be found entirely worthy of the clientele for which it is prepared and the purpose to which the hats are especially dedicated.

A Chrysanthemum Show

There is a flower show on the main aisle and in the Rotunda. It is composed exclusively of Chrysanthemums, but they are of no ordinary sorts.



It is a showing worth coming in to see, as much for its own sake as for the material advantage its mercantile side offers, in case you desire the blooms or the plants for your own. There are famous specimens here, from celebrated flower-growers.

Prices of the blossoms, singly, 20c. to 75c. Chrysanthemum plants, in 6-in. pots, 35c.; in 8-in. pots, 50c.

Storm Shoes for Men and Women

High-class stout footwear for rainy weather and for the cold, blustering days that will soon be upon us. We would be pleased to have you examine the kinds mentioned below. You'll be pleased, too, if you do so:

FOR WOMEN
At \$4—Shoes of box calf skin; stout, fine grained leather, with soft kid tops; heavy but flexible soles; square heels; buttoned or laced.

FOR MEN
At \$5—Laced shoes of tan, oily, grain calf, with double extension soles; blunt raised toes; as near waterproof as leather can be; all seams stayed; both soles and uppers treated with a waterproofing material.

Opera Glasses and Lorgnettes

Portion of a recent importation of these handsome goods in the newest designs, are now ready. The display will be particularly interesting to those who contemplate attending the Horse Show. Seekers for appropriate holiday gifts may conclude their search here with profit. Prices have been made very moderate. A few are mentioned, but to fully appreciate the values, please see the goods:

At \$4.50—11-ligne Lamier opera glass, in white or Oriental pearl; gold-plated slides. Some 13-ligne glasses, same style, at \$5.
At \$3.25—Real shell lorgnettes; pearl and gilt trimmings.
At \$5 to \$25—Real shell lorgnettes; all shapes and sizes.
At \$4.75 to \$30—Sterling silver, silver gilt, gun metal and gold lorgnettes.

Horse Show Scarf Pins

This is a special line of 14-karat gold scarf pins in the designs that find greatest favor for horse show wear. In the lot are:

Gold horse-shoe pins at \$1.50 to \$3.
Pearl horse-shoe pins, at \$6 to \$16.75.
Gold stick pins at \$1.75 to \$6.75.
Coaching horns, whips, riding crops, spurs, bits, etc., at \$2.75 to \$5.50.

The Candy Store's Weekly Story

Absolutely pure candy at reasonable prices—that's the daily story here. Each succeeding week, however, brings a new little tale of pure goods at exceedingly low prices. This time, two interesting offerings. Chocolate-covered marshmallows and chocolate-covered cream cherries, both at 20c. a pound—regularly 30c. here, and much more even than that in other stores.

JOHN WANAMAKER

Formerly A. T. Stewart & Co., Broadway, 4th ave., 9th & 10th sts.

NEW YORK JOURNAL
BRANCH OFFICES:
BROADWAY: 1207, near Thirty-second St.
HARLEM: 250 West 125th St.
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HEARN

West Fourteenth Street.

FRIDAY, AS USUAL, BARGAIN DAY.

Every week, from day to day, we look around to find those things that have not sold as rapidly as we would wish. . . . Such, while new and still in fashion, we reduce to price that never fails to sell. . . . Friday is the day reduction first is made—Oftentimes in an hour, so low the price, we sell as many of a lot of goods as have been sold in days before.

ABOVE ANNOUNCEMENT

made by us

many years ago has since been strictly observed.

SUCCESS OF THE DAY

is due to Faithful fulfilment of promises.

THE BEST EFFORTS

of some who claim originality

Is in pretending to follow us and our methods.

THESE OFFERINGS

ARE REALITIES, NOT PRETENCES.

SOME FOLKS HAVE NO SHAME.

Reversible Brocade Tapestry Portieres—Crimson, Terra Cotta, Nile, Old Rose and Blue—deep valance fringe.....	3.98	Ladies' Military and Walking Hats, also Sailors—Black and colors.....	25
Silk Damask Portieres—one and two pair lots—value 11.08.....	7.98	Children's Tam o' Shanters of Combination Cloth and Velvet, or Fancy Plaid, also others of entire Velvet.....	40
300 pair White Irish Point Lace Curtains—3 yards long.....	1.70	Novelties in Fine Fancies—Brest, Quill and Wing effects.....	98
Fine Scotch Lace Curtains—copies of Real Lace—thirty styles.....	2.98	Great Reduction in Fine Trimmed Hats—all the newest and best styles—3.98, were... 7.98 4.98, were... 8.98	
Ramie Wilton Rugs—Oriental designs.....	.98	Ladies' Wool Cheviot Dress Skirts—slip seams—tailor finish.....	2.40
Reversible Turanian Rugs—6x9 ft.....	4.98	Ladies' plain Tailor Cloth Skirts—circular shape—satin band trim—also New Circular Crepon Skirts.....	3.98
Wool filled Art Squares—3x2½ yds.....	2.19	Ladies' Black and Cold Taffeta Silk Waists—corded or tucked front.....	3.98
Opaque Window Shades—fringed—applique lace—complete with roller.....	.45	Ladies' Fancy Silk Dress Waists—full boned—tucked and ruffled front.....	3.98
Holland Window Shades—Imported Russian lace border.....	.60	Ladies' Trench, Serge and French Flannel Waists—lined throughout—satin ribbon, corded, tucked or button trim.....	1.70
White Enamel Curtain Poles—onyx ends—brass trimmings.....	.60	Ladies' Black Cloth Jackets—satin lined—high Storm Collar—also Convert Cloth Jackets—velvet collar.....	3.98
Brass Curtain Poles—5 ft. long.....	.35	Wool Serge and Mixed Cheviot Suits—flare skirts—satin lined Jacket.....	7.98
6-4 Table Oilcloth.....	.16	Wool Eldorado Bath Robes—girdle and circular collar.....	1.08
Finest Silkoline Comfortables—plain and flounced—wool tufted—full size.....	.98	Fine quality Flannelette Wrappers—cashmere and broad trim—extra width.....	.98
11-4 Fine White California Wool Blankets, also Strictly all wool.....	3.98	Ladies' Reversible Golf Capes—reversible—high collar—natural fringe.....	5.98
Japanese Silk Lambrequins—gilt and floss emb'd—tassel fringe.....	2.98	Misses' Jackets of mixed Cloth—shield front—velvet collar—14 to 18 yrs.....	2.98
Figured Cretonne Cushion Slip Covers—with double ruffle.....	.19	Misses' Fine Coat and mixed Cloth Jackets, also heavy Bonnet—half lined—14 to 18 yrs.....	4.98
All Linen Satin Damasks—68 to 72 inches—choice of 15 patterns.....	.59	Ladies' Reefers of Heavy Cloth—coat, epaulettes or sailor collar style—4 to 14 years.....	2.98
All Linen Damasks—56 inches wide white and colored borders.....	.29	Ladies' Fine Sateen Corsets—short hip—Gray, Black and fancy colors—lace trim'd top and bottom.....	.69
All Linen Hemstitch Towels—18x34 inch—white and cold borders.....	.10	Children's Sateen and Canton Flannel Corset Waists—"seconds" of standard make—reinforced arm sizes.....	.29
Extra heavy Cream and White Turkish Towels—40 inches long.....	.12½	Fancy Check and Plaid Satins.....	.29
All Linen Dinner Napkins—full bleach'd—fast selvedge—the dozen.....	1.20	All Silk Satin Brocades—er's shades.....	.39
All Linen Sheetings—2½ yards wide.....	.59	Plain and Changeable Taffeta Silks.....	.40
18 inch All Linen Diaper—10 yd pc.....	.89	27-inch Black Satin Duchesse.....	.69
40 inch Fine White Linen Linens.....	.54	24-inch Black Brocade Silks.....	.59
Imported Dotted Swisses—30 inch.....	.12½	Ladies' and Gentlemen's Tecks and Four-in-Hands—large variety of colorings—special value.....	.24
Little Children's Domet Dresses—yoke and waist effects—brail trim.....	.19	Satin Stock Collars—new effects in folds—plain colors and fancy combinations.....	.19
Little Children's Short Elderdawn Coats—light and dark colors.....	.98	Pearl, Jet and Bone Buttons—2 doz.....	8
Fancy Skirting Moreens—checks, plaids and stripes.....	.17	Black or Brown Grain Leather Club Bags—14 inch—nickel trimmings.....	1.49
Striped and Check'd Flannelettes—extra heavy nap—special.....	.64	Ladies' Dress Trunks—30 inch—iron bottom—"Victor Lock".....	1.98
Silk finish Crepes for Evening Dresses and fancy work—value .39.....	.12½	Extra Fine Net Top Laces—Champagne, White, Cream and Butter colors—5 to 8 inches wide—value .59 to 1.00.....	.25
Best Indigo Blue Dress Cambrics.....	.34	Men's All Linen Hemstitched Handkerchiefs.....	.12½
Extra quality Black Sateens—best aniline dye—shilling quality.....	.54	Men's All Linen Hemstitched—extra fine.....	.17
Sateen Skirt Yokes—all sizes.....	.8	Handsome Combination Trimmings of chenille and beads, regularly 1.39.....	.98
Double Steel Corset Clips.....	.34	Spangle and Chenille Gimps—full assortment of colors.....	.19
Renaissance Patterns—30x36 inch.....	.24	Ladies' 5-Hook Foster Lacing Gloves—also 4-Button Fine Kid—all colors.....	.79
Renaissance Braid—36 yd. pc.....	.19	Ladies' 4-Button and 2-Clasp Pique Kid Gloves—New Tan shades.....	.89
36 inch All Wool Elderdawns—only one color; therefore price is.....	.19	Children's fleece-lined Cotton Vests and Pants—all sizes.....	.23
New White Shaker Flannels.....	.54	Ladies' Egyptian Yarn Vests and Pants—lacy trim—extra large.....	.49
50 inch French Coating Serges—all the staple colors—worth .75.....	.49	Boys' Natural Wool Shirts and Drawers—trim'd seams—well made—all sizes.....	.49
50 inch All Wool Tailor Cloths—complete assortment of colorings.....	.49	Men's Merino Socks—natural color—also heavy Cotton Socks—bl'k and col'd.....	.12½
Great variety of Novelty Suitings—entirely new styles—special at.....	.29	Men's All Wool Blue Shirts—reinforced Back and Front.....	1.50
Imported Black Crepons and Novelties—handsome styles—half value.....	.49	Men's Jersey Office and House Coats—All Wool—double breasted.....	2.98
Real Alligator, Seal, Monkey and other of new fancy leather combination Pocketbooks—Sterling corners, also Purse, Chatelaine and Shopping Bags.....	.39	Ladies' Sable Boots—8 tails.....	3.98
Ray C Camera—435 picture.....	4.40	Baltic Seal Collarets.....	1.98
Kid and Jointed Body Dolls with curly hair, Shoes and Stockings.....	.19	Boys' All Wool Double Breast Cheviot Suits—plain colors and fancy mixtures—6 to 16 years.....	2.98
Quadruple Soup Tureens—hand engraved and burnished—value 5.00.....	3.98	Best Bleached Sheetings—42 inches wide..... 83 43 inches wide..... 113 45 inches wide..... 94 72 inches wide..... 133 50 inches wide..... 94 81 inches wide..... 144 54 inches wide..... 104 90 inches wide..... 164	
Quadruple Plated Fruit Dishes—Pink tinted bowl—value 3.00.....	1.98		
Quadruple Platte Butter Dishes, Sugar Bowls, Milk Holders, etc.....	.98		
Rogers' Triple Plated Dinner and Dessert Knives—½ doz.....	1.49		
Rogers' Triple Plated Dinner Forks and Tablespoons—¼ doz.....	1.08		
Triple Plated Teaspoons—fancy or plain designs—½ doz.....	.98		
Special Lot Rosaries—Imitation Garnets—metal cross and heart.....	.9		
5,000 Writing Tablets—ruled and plain—three sizes.....	2		

All as advertised. Users will give every desired information